



## **DOLPHIN SMART TRAINING WORKSHOP**

**Date:** December 7, 2009

**Location:** Eco-Discovery Center in Key West, Florida

**Time:** 9:00 am to 1:00 pm

**Purpose:** To ensure all participants receiving recognition through the Dolphin SMART program are trained to a minimum knowledge standard.

**Objectives:**

- (1) Ensure participants understand the Dolphin SMART program and criteria;
- (2) Ensure participants understand incentives for being Dolphin SMART and Proud Supporter element of the program;
- (3) Provide participants with background information on the Marine Mammal Protection Act and how Dolphin SMART aids conservation;
- (4) Provide participants with an understanding of and ability to recognize normal wild dolphin behaviors versus disturbed behaviors, as well as how to responsibly view dolphins;
- (5) Provide participants with information about local research on wild dolphin populations;
- (6) Ensure participants have information to provide training to their captain and crew members; and
- (7) Ensure participants have information to provide appropriate education messages to their customers.

<b>When</b>	<b>Sessions</b>	<b>Who</b>
9:00- 9:10 am	<u>Welcome:</u> <ol style="list-style-type: none"> <li>1. Introductions</li> <li>2. Review agenda and training objectives</li> </ol> <p>Total: 10 minutes</p>	Jessica Powell, Karrie Carnes, Program Partners
9:10- 9:35 am	<u>Program Overview:</u> <ol style="list-style-type: none"> <li>1. Program History</li> <li>2. Program mission, goals, and objectives</li> <li>3. Criteria</li> <li>4. Application</li> <li>5. Evaluation/renewal process</li> <li>6. Participation incentives – DS Participant</li> <li>7. Proud Supporters Program</li> <li>8. Responsibilities – participant and sponsors</li> <li>9. Questions (5 min)</li> </ol> <p>Total: 25 minutes</p>	Jessica Powell
9:35 - 9:50 am	<u>The Business Value of Dolphin SMART</u> <ol style="list-style-type: none"> <li>1. What is “Cause Marketing”</li> <li>2. Current research findings</li> <li>3. Incorporating Dolphin SMART into your business</li> <li>4. Questions (5 min)</li> </ol> <p>Total: 15 minutes</p>	Jessica Powell
9:50- 10:05 am	<u>How does Dolphin SMART Aids Conservation</u> <ol style="list-style-type: none"> <li>1. Threats to dolphins from human interactions</li> <li>2. Harm to dolphins from human interactions</li> <li>3. Dolphin SMART’s role in conservation</li> <li>4. Questions (5 min)</li> </ol> <p>Total: 15 minutes</p>	Stacey Horstman
10:05- 10:35 am	<u>MMPA Overview:</u> <ol style="list-style-type: none"> <li>1. Review and explain pertinent USC and CFR laws, rules, regulations, and prohibitions, as well as Truth and Advertising Laws</li> <li>2. Review MMPA permits/exemptions</li> <li>3. Review and discuss penalties associated with MMPA violations</li> </ol>	Rick Hawkins

	<ol style="list-style-type: none"> <li>How to report potential violations</li> <li>Vicarious liability issues</li> <li>Questions (10 minutes)</li> </ol> <p>Total: 30 minutes</p>	
10:35-10:50 am	<b>BREAK</b>	
10:50-11:05 am	<p><u>Viewing Guidelines and Techniques:</u></p> <ol style="list-style-type: none"> <li>Review viewing guidelines outlined in the program criteria</li> <li>Discuss additional techniques for maximizing viewing while minimizing disturbance</li> <li>Questions (5 minutes)</li> </ol> <p>Total: 15 minutes</p>	Stacey Horstman
11:05-11:20 am	<p><u>Advertising Guidelines:</u></p> <ol style="list-style-type: none"> <li>Review advertising guidelines</li> <li>Appropriate vs. inappropriate advertising</li> <li>Questions (5 minutes)</li> </ol> <p>Total: 15 minutes</p>	Karrie Carnes
11:20-11:35 pm	<p><u>Evaluation Process:</u></p> <ol style="list-style-type: none"> <li>Review how success of program will be measured</li> <li>Discuss how adherence to program criteria will be accomplished</li> <li>Questions (5 minutes)</li> </ol> <p>Total: 15 minutes</p>	Jessica Powell
11:35-11:50 pm	<p><u>Dolphin SMART Proud Supporters:</u></p> <ol style="list-style-type: none"> <li>Proud Supporter Eligibility</li> <li>How to become a Proud Supporter</li> <li>What it means to be a Proud Supporter</li> <li>Questions (5 minutes)</li> </ol> <p>Total: 15 minutes</p>	Cheryl Bonnes

11:50- 12:35 pm	<u><i>Dolphin Research and What We Have Learned:</i></u> 1. Provide information on local wild dolphin research in Key West 2. Discuss natural behaviors and those vulnerable to disturbance 3. Questions (10 minutes)  Total: 45 minutes	Laura Engleby
12:35- 1:00 pm	Closing/Questions	All